



A Money-Saving Opportunity!

"FRUIT OF THE LOOM" Hooverettes

Sale Priced At— **94c**

Famous fabric hooverettes, guaranteed by Ayres' and Good Housekeeping for accurate size, for fabric, for color and for workmanship! New spring prints in new styles. Small, medium or large sizes.

Cotton Dresses

Sale Priced At— **94c**

Beautiful short sleeve print dresses, greatly reduced from a much higher priced group. Sizes 14 to 32 in the group. Fast color, vat dye patterns. —Downstairs at Ayres.



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"Dotty Low" DRESSES

Classed as Seconds! If 1st Quality Would Sell for \$3.00

\$1.44

Seconds of these famous and cleverly styled daytime dresses. In the group are washable, guaranteed not to fade or shrink, eyelets. Broken sizes, styles and colors, but a grand selection in the lot.

Slip-on Sweaters

All-wool slip-on sweaters in long or short sleeve styles. Plain color, blues, browns, reds, greens and pastels. Sizes 34 to 40. **94c**

Twin Sweater Set

All-wool zephyr weaves with contrasting slip-on. Brown, maize, duobonnet, grey, navy, red, white. Sizes 34 to 40. **\$2.64**

—Downstairs at Ayres.

Thursday and Friday—2 Days Only

CAPACITY DAYS

SEE PAGE 13 For More Capacity Day News

★(REGISTERED)

Tomorrow and Friday are CAPACITY DAYS! They come 3 or 4 times a year... but when they do come... WHAT SAVINGS! At this time economy-minded people will make a decided effort to attend this floor-wide sale, for in most cases this merchandise was bought before the price rise in the market. Since then, the market has taken in some cases, as many as 3 price rises... and we believe that by early summer or fall additional price rises are sure to come. So the wise shopper will take advantage of Capacity Days Sale Prices... and stock up for weeks, and months! NO MAIL, PHONE, C. O. D. or LAYAWAY ORDERS! Doors open at 9:30!



Would You Buy a Fine Fur Coat If You Could Save \$31? Then Read This Breath-Taking News!

A Great February Sale!

FUR COATS

\$78

The Same Styles and Quality, From Same Maker, Formerly Sold in Our Stock for \$109!

29 Coats Are "Premier-Bonded" Sealines!
21 Coats Are Brown or Grey Dyed Lapin!
Swaggers, Princess or Semi-Fitted Styles!

Readers' Note—All indications and market reports show an upward trend in fur prices. Check this list below carefully—and remember that, as great as the immediate saving may be, it's incidental in comparison with what you'll save in the long run by buying your fur coat tomorrow!

YOU can go on a savings spree tomorrow... in fact you can save \$31 by buying next year's fur coat at this year's February Sale Price! We offer just 50 distinguished fur coats, every style in high fashion and made of the finest New Zealand "Premier-Bonded" Buckskins or Beaver Dyed or Grey Lapin! EVERY coat completely stayed with mercerized cloth for reinforcements and silk covered rubber armshields! EVERY coat lined with satin or durable rayon... all pockets silk lined! EVERY coat full cut! Choice of 3 smart styles—See the list below!

Here's the Linup of Styles—Type Furs and Size Ranges:

- 20—Semi-Fitted Sealines (Sizes 14, 16, 18, 20, 42, 11! Seal Dyed Rabbit) **\$78**
- 6—Swagger Sealines (Sizes 12 and 16! Seal Dyed Rabbit) **\$78**
- 3—Semi-Fitted Beaver Coney Coats (Sizes 14, 18, 40! Dyed Rabbit) **\$78**
- 3—Princess Sealines (Sizes 12 and 14! Seal Dyed Rabbit) **\$78**
- 2—Mink-Striped Swagger Lapins (Sizes 16 and 18! Dyed Rabbit) **\$78**
- 5—Brown Blocked Swagger Lapins (Sizes 14, 16, 18! Dyed Rabbit) **\$78**
- 2—Grey Blocked Swagger Lapins (Size 16! Dyed Rabbit) **\$78**
- 2—Semi-Fitted Brown Blocked Lapins (Sizes 20 and 42! Dyed Rabbit) **\$78**
- 5—Brown Ombre Swagger Lapins (Sizes 14, 16, 18! Dyed Rabbit) **\$78**
- 1—Brown Ombre Princess Lapin (Size 18! Dyed Rabbit) **\$78**
- 1—Grey Ombre Swagger Lapin (Size 20! Dyed Rabbit) **\$78**

—Downstairs at Ayres.

You Owe It to Your Next Year's Income to Buy Your Fur Coat Now—On Ayres Long-Term Layaway PLAN! (Ask Any Salesperson About This Plan)

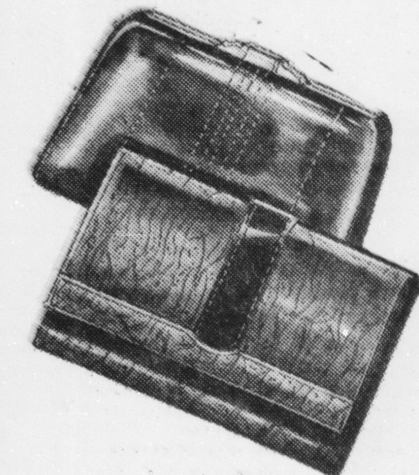


A Money-Saving Opportunity!

500 Smart Spring Hats At Less Than 1/2 Price!

88c EACH

It will pay you well to buy your new spring hat in this Capacity Day Sale! Captivating berets, flattering turbans, smart pill boxes, fashion-wise off-the-face styles, in fabrics and fabric combinations. Black, brown, navy and some colors. Sizes 22 and 23.



A Money-Saving Opportunity!

Entire Stock of New BAGS

Reduced To— **88c**

We've taken our entire stock of \$1.00 handbags and reduced them to 88c for two days only! These are brand new spring styles in simulated leathers. Pouches, swaggers, envelopes and top handles. Black, brown and colors. Small or large styles.

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Plenty of Pick-Up and Pep-Up to This New Neckwear 50c

Fresh, crisp, new spring neckwear styles in crepe, organdy or laces. High, round or V-neck collars, jabots, bows and etc. All white, no pastels or colors.

—Downstairs at Ayres.

2-Day Sale!

"NEVERMEND" Silk Stockings Chiffon or Service Weight!

29c PAIR

For two days only you can stock-up on these pure silk "Nevermend" chiffon or service weight hose at a thrilling low sale price! Chiffons are silk to top and the service weight have a lisle garter top, seamed back and fashion marks. Every pair fully reinforced. In smart spring hosiery shades. Sizes 8 1/2 to 10 1/2.

—Downstairs at Ayres.

AYRES ★ DOWNSTAIRS ★ STORE